SOURCE CODES

COLS 68-72

1000 Misc Mailers and Inner Office

1011 Gifts from Renewal Notices
1012 Gifts from Renewal Notices (version 2)
1013 Web Renewal Series
1014 Third Renewal Series (Nick Andrea Izzie)

1302 Back Issue Promo
1303 Back Issue promo (1979)

1221 Distributor/Library mailing list

1555 Refunds, extensions
1701 Web's coevolution brochure (info packett: office & WETS)

1998 Source code for people (on master) w/out a code
1999 Complaint mail entries (entreaties)
1997 - Revitalized Corpses - inactive entry converted diff active sub

1401 Renews arrived after mailing - old Hand Labels

1304 Summer promo 1982
1305 Spring promo 1983 self
1306 " " " gift

2000 Agencies

2001 Ebsco
2002 Faxon
2003 McGregor
2004 Instructor
2005 Popular
2006 Read-Moore
2007 Squire
2008 Social Innovation
2009 Reginald Fennell
2010 Olympic
2011 West Coast Org plan
2012 WETS
2013 Aquinas
2014 Moore-Cottrell
2015 Turner
2016 Earthbooks
2017 Elsworth
2018 Railsback
2019 Fennell
2020 Stechert-macMillan
2021 National Oragnization Service
2022 Blackwells (England)
2023 Perfect School Plan
2024 Black Mag Agency
2025 Crowley
2026 Southwest Division
2027 Vancouver Magazine Service
2028 Magazine Supply House
2029 Davis Agency, (Canada)
2030 Pacific Magazine Agency
2031 McAINSH (Toronto)
2032 Henry Sub Serv.
2033 Mag Sub Svc
2034 Ragner Agency
2035 Book House
2036 Brentanos
2037 Majors
2038 Demco
2039 McGraw-Hill Export Sub Agency
2040 Calico Subscription Co.
A024 Magazine Supply House

3000 Unsolicited

3000 White Mail
3100 CQ info or mailing list
3101 Replacement for old Alpha source codes
3200 Comps, Exchanges, cq employees, Contributors
3205 Magazine Piece contributors from #20 (free lifetime subs-all 99 terms)
3102 Donors only, not previously on fiche

3300 Inquiries answered with info packet

3400 CQ info/order piece 4/6/78
3401 CQ info requests-free 17

3500 #17 Freebie mag responses in CQ friend plea

3600 Bookstore purchase blow-in
3003 Unclassified Ads, new subscribers therefrom

3005 P's to mailing list, SD is xerox
3501 CQ freebie in #37 and #38

4000 WEC & WEE Inserts & CQ Book inserts

4171 17th Edition LWeC Sub card
4173 " " " Epilog & Catalog order card
4174 " " " Mailing list
4175 " " " Coupon "Order from" printed on newsprint

4181 18th LWEC Sub card
4182 " " 2nd sub card
4183 " " Epilog & Catalog order card
4184 " " Mailing list
4185 " " "Order form" coupon printed on newsprint

4191 19th Edition LWEC sub card
4194 " " " mailing list

4196 Jamboree mailing list
4197 Conventions mailing list only

4201 20th Edition LWEC sub card

4300 Order card for CQ promo piece (Fairs and INfo requests)
6271 - Subscriber NWEC
6272 - " " gift
4413 - Random House NWEC
4414 - " " " gift } 1st & 2d

4901 Space Book 1st coupon
4902 " " 2nd "
4904 " " Mailing list

4911 Watershed book

4921 Soft Tech book 1st coupon
4922 " " " 2nd "
4923 " " " Mailing list

4415 Random House NWEC 3d printing
4416 do gift
4423 } Self Ed II NWEC insert
4424 } Gift

5000 Comp Advertising (display ads separate under 8800)

5011 Harpers Weekly "You may be coevolving & not even Know it"
5012 FOE not man apart "CoEvolution learns, Ecology Maintains..."
5013 Treckie Conference
5014 Organic Gardening insert (July 77)
5015 Computer fair form (Apr 77)
5016 West German Magazine (green finger wrench)
5017 Conventions & WE Jamboree
5018Scientific American Galazy Poster review
5019 Fair (Sacramento 79)
5020 Galaxy Purchase KP errors 79.091, each gets 1 GP
5021 World Symposium on Humanity (LA)
5022 Boston
5023 Anti-Nuke
5024 FREEBIES MAGAZINE (free #17) 50¢ write-ins
5025 Comments in & about CoEvolution sent out with BioGeo map & gp
5026 San Jose Fair
5027 discontinued
5028
5029 Diablo Canyon
5030 Fairs, General Purpose
5031 AAAS MAILING LIST
5032.
5033
5034 LG's promo - hand out & mail

6000 Inserts in CQ

6011 — 6 means its an insert
01 refers to the issue #
1 refers to the self order form in subscriber copy
2 refers to the gift order form in subscriber copy
3 refers to the self order form in distributor copy
4 refers to the gift order form in distributor copy

6021-6024 issue 2 inserts
6031-6034 issue 3 inserts
6041-6044 issue 4 inserts
6051-6054 issue 5 inserts
6061-6064 issue 6 inserts
6071-6074 issue 7 inserts dark blue
6081-6084 issue 8 inserts wine
6091-6094 issue 9 inserts green
6101-6104 issue 10 inserts purple
6111-6114 issue 11 inserts magenta
6121-6124 issue 12 inserts blue
6131-6134 issue 13 inserts
6141-6144 issue 14 "
6151-6154 " 15 "
6161-6164 " 16 "
6171-6174 " 17 "
6181-6184 " 18 "
6191-6194 " 19 "
6201-6204 " 20 "
6211-6214 " 21 "
6221-6224 " 22 "
6231-6234 " 23 "
6241-6244 " 24 "
6251-6254 25

6261-6264 " 26

6271 } sub #27, aka NWEC
6272 }

4413 } Random House NWEC
4414 }

6281-6284 # 28

4423 } Ed II NWEC inserts
4424 }

6355 = 6351 6365 = 6361
6356 = 6352 6366 = 6362

6371 } Bold Sub
6372 }
6373 } Bold Distrib
6374 }
6375 } Lite Sub
6376 }

column #78

7000 Christmas (winter solstice)

7001 reserved - receded to 1301
7002 " 1302
7003 " 1303

7006 XMAS 1976(Dec 76)
7007 " 1977 (Dec77)
7008 " 1978 (Dec78)
7009 " 1979 (Dec79)
7080 " 1980 Dec
7081 " 1981 Dec.
7082 black, slick & small
7083
7084
7085
7086
7087
7088
7089
7090
7091
7092
7093 optimistic huh?

Summer Back Issue Sale

1979 { 7300 → self + gift sub
7301 → Sample copy

1980 - 7400 → self & gift

Direct Mail Promotion

8011 WETS (what is CQ)
8012 CQ Correspondents
8013 CQ Mailing list requests
8014 Friends of the Earth
8021 WETS
8022 CQ Correspondents
8023 CQ Mailing lists
8024 Friends of the Earth
8025 Esalen
8026 Psychic Times
8027 New Times
8028 E-W Journal
8029 New Age Journal
8030 Mother Eafth News
8031 Rolling Stone
8032 Lindisfarne
8033 Rain
8034 Wets Folks 2nd Effort
8035 New Age (brown, "what is")
8036 Mountain Gazette
8037 Brain Mind
8038 Zen Center
8039 New Dimensions
8040 E-W Journal
8041 KPKA
8042 Wooden Boat
8043 Ha rrowsmith
8044 World Future Society
8045 Alternative Amrica
8046 Misc overs of lists & peices codes 8035-8044
8047 Big Sur Recordings (Jan Mainling)
8048 New Games
8049 Jacques Cousteau
8050 Mother Jonew
8051 Organic Gardening

8051 Prevention
8053 Naropa Institute
8054 Human Behavior
8055 World Future Society
8056 New West
8057 ISHK mailing on behalf of CQ
8058 Rodale Multi book buyers
8059 Village Voice
8060 World Future Soc
8061 E-W Journal
8062 NewAGE Journal
8063 Mother Jones
8064 Brain Mind
8065 CQ Inq
8066
8067
8068
8069
8070 OGF Promo w/Quote
8071 Quest 77
8072 Shamballa
8073 Mother Jones
8074 Science News
8075 Esalen

CQ Promotion testing Feb-Mar 1978

Oregon Times 01
Esalen 02
AHP 03
Country Land Buyers 04
Human Behavior 05
Mother Jones 06
Psychology Today 07
Quest 08
Heavy Metal 09
MBCI 10

CQ Promo Testing Feb - Mar 1978
List Numbers

Oregon Times	01
Esalen	02
AHP	03
Country Land Buyers	04
Human Behavior	05
Mother Jones	06
Psychology today	07
Quest	08
Heavy Metal	09
MBCI	10
Nature Company	11
Mariah	12
MS mag	13
High Times	14
Jogging	15
Cumberland General Store	16
Smithsonian	17
Transaction Society	18
New Games	19
New Dimensions	20

81-- Earthy piece (brown)
82-- Jeannies piece (bre)
83-- Flashy pece (whole earth) w/ bach issue piece
84-- Flashy piece (whole earth) without/ bak issue piece
85-- Multi buyers piece

THEREFORE:

8101 = Earthy Oregon times
8102 = " Esalen
8103 = " AHP
8104 = " Country Land Buyers
8105 = " Human Behavior
8106 = " Mother Jones
8107 = " Psycho Today
8108 = " Quest
8109 = " Heavy Mtal
8110 = " MBCI

8201 = Jeannies Oregon times
8202 = " Esalen
8203 = " A HP
8204 = " Country Land Buyers
8205 = " Human Begavior
8206 = " Mother Jones
8207 = " Psych Today
8208 = " Quest
8209 = " Heavy Metal
8210 = " MBCI

8301 = Flashy with Back Oregon Tims (Some 8301, w/black border, are actually 8201
8302 = " f Esalen
8303 = " AHP
8304 = " CLB
8305= " HUMan Behav

8306= " MJ
8307= " Psych
8308= " Quest
8309= " Heavy
8310= " MBCI

8400(G) Gift attachment to 8400 series, but of Unknown Origin

8401 Flashy ~~without~~ back issue piece were never mailed

8401 - 8410

Left over Earthy pieces mailed to small lists

8501 Magic Theater	(label has a notch in it)
8502 New Dimensions	Code "N" on label
8503 Esalen	code 0830 on label
8504 Brain Mind	red line on label
8505 New Age	Blue line on label
8506 Futurist	Green Line on label
8507 East West	code 0831 on label
8508 Poetry Project	

8509

Brando Piece
8509 American Preservation
8510 Pacific Search
9511 Greenpeace
8512 In These Times
8514 Quest
8515 Cousteau
8516 High Country News
8517 Parabola
8518 New Roots

SB PROMO
"Comments in and about CoEvolution"

8601 - Science '79
8602 - Esalen
8603 - Zero (striped label, w/8603)
~~8604 - [illegible]~~

Mailing w CQ Summer '80 Promo Piece.

8605 - Minnesota FM Station fund raising $8 subs 8/80 ouch!
8606 - Free Ad in Daily Planet Almanac (Time zones on back)
8607 - Household Store Mailing List
8608 - new Esalen list
8609 - Planetary Citizens.

8800 Display Advertising (PAID ADVERTISING) or via exchange etc

8801 Box 428A CQ ad in Science News
8802 Box 428B GP ad in Science News
8803 box 428C GP ad in Learning
8804 Box 428D GP ad in Sky & Telescope
8805 Box 428H GP ad in Library Journal
8806 Box 428E GP ad in Science News (2nd ad APril, reader service issue)
8807 Reader Service Issue - SciNews - mailing list only - No purchas
8808 Box 428 T Medical Self-care

8809 Combined Book Exhibit (all)
8810 Box 428S Scientific American ad (GP)
8811 Box 428M City Miner (Nov 79)
8812 Box 428F Future life mag. (Comes out Mar. 4 - GP)
8813 Box 428Y New Yorker Ads - 8/11/82 + 1/18/82.
8814 Box 428G ORGANIC GARDENING AD; C2 4/82
8815-18 Box 428 S1 + S4 Harrowsmith, 4x e2
8819 Box 428 J Country Journal c2
8820 428A Alternative Periodicals Amb. Sur (APES)

Unassigned
RENEWALS

insert envelope color code

13	blue	6131
12	life brown	6121
11	rose	6111
10	purple	6101
9	green	6091
8	deep brick red	6081
7	blue	6071

9001	EFFORT 1 VERSION 1 OLD RENEWAL PACKAGE: LETTER : REMIT ENV.
9002	EFFORT 2 VERSION 1 (FORM ENVELOPE W/ COPY)
9003	EFFORT 3 VERSION 1 -- SAME
9014	EFFORT 4 VERSION 1 PACKAGE. CUSTOM LETTER
9021	
9022	
9023	
9024	
9031	
9032	
9033	
9034	

14	ORANGE	6141
15	BLACK	6151
18	self glue envelope	6181

9501 CAST CHANGE @ 8.- SELF
9502 CAST CHANGE @ 8.- GIFT